



Press Release
July 15, 2010

Wenger wooden knives 'grown' in Switzerland

- Innovative new 'EvoWood' product from the makers of the Genuine Swiss Army Knife
- Unique one-off designs made with high quality sustainable Swiss-grown materials
- A direct product statement of Wenger's continued pursuit of innovation



The legendary Wenger Swiss Army Knife has been given a unique twist with the creation of a new range of premium 'EvoWood' wooden knives.

Using the same high quality blades and tools seen on other Wenger knives, each EvoWood knife is an original piece of functional art, with distinctive handles made from Swiss Walnut.

Wenger CEO Peter Hug said: "As an outdoor company and a member of the Association for Conservation, Wenger is committed to protecting the environment. These new products, which are 'grown' in Switzerland, demonstrate the innovative ways in which we can approach production to help conservation.

"The handles for each of these pocketknives are constructed from sustainable top quality walnut wood using what would otherwise be waste material from other production processes. Customers who purchase one of these new products will not only get a top quality Wenger knife but also one that makes a clear statement of their own respect for the environment."

The EvoWood range, which offers four different pocketknives with popular tool configurations, uses Wenger's new signature Evolution design with concave and convex handles. The natural walnut, which is durable for light outdoor use, is coloured in a rich dark stain to create individual shades and grain patterns in each knife, making every product a one-off.





This is the latest in the growing Evolution series created by Wenger in 2005, more than 100 years after the original Swiss Army Knife design. The ergonomic curves of the Evolution design increase performance, safety and efficiency by improving grip and is now known as the 'new shape of Swiss Army Knives.'

Wenger's commitment to the environment extends beyond products and working practices and Hug added: "Our support for conservation reaches around the world, from our home in Switzerland to the remote region of Southern Chile where our title partnership of the Wenger Patagonian Expedition Race helps to protect one of the world's most important ecosystems."

Fact Box – Wenger EvoWood range

- Swiss grown Walnut handles, made using wood from environmentally friendly processes
- Assortment of 4 knives
- Wood handles with Wenger name and logo
- Blades and tools include knife, wood saw, scissors, pliers, universal wrench, screwdrivers, can opener, corkscrew, reamer/awl, nail file/cleaner, key ring.



EvoWood 10



EvoWood 14



EvoWood 17



EvoWood S557



NOTES TO EDITORS

About Wenger SA

Wenger was founded in 1893, in the Delemont, located in the famous Swiss Jura region. It has developed around a passion for innovation, precision and expert craftsmanship and is best known as the maker of the genuine Swiss Army Knife. Today, the company produces approximately 250 styles of their famous pocketknives, as well as butcher's and professional catering knives known the world over. In 1997, Wenger Watch SA was founded in the hotbed for Swiss watches, Biel/Bienne, Switzerland. In just 12 short years Wenger Swiss watches have developed a reputation for reliability, multi-functionality and performance. Within the last eight years, Wenger established relationships with a small number of industry leaders who began manufacturing Wenger-branded products that embody the characteristics of the world famous Swiss Army Knife in the footwear, tent, backpack, sleeping bag, computer mobility and travel gear categories.

Wenger's Environmental Policy

Wenger is committed to protecting the environment. Our mission is to set an example of environmental responsibility for colleagues, our consumers, customers, vendors and business partners. We will tirelessly demonstrate that sound business practices and environmental responsibility can coexist as the corporate world discovers that respecting our planet is relevant for both sustainability and a long term business model. Wenger is a member of the EOG Association for Conservation. More information is available at www.wenger.ch/environmental.